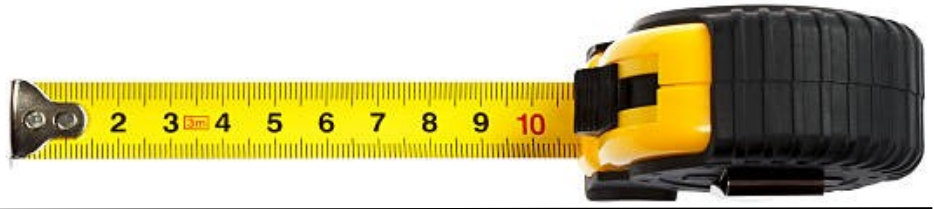


The Golden Rule

JANUARY 2020



Calendar of Events:

- **January 21**—Membership Meeting at Sky Club - Local Building Inspectors Speaking
- **February 7**— WBA Member Day & WBA President Installations
- **February 15**—Home Show at Sentry World
- **February 19**—Parade of Homes Entry Deadline
- **April 2**— Scholarship Application Deadline
- **June 5-8**—Parade of Homes

January 21st at Sky Club

6:00pm Social Hour

7:00pm Dinner

(Oven Baked Chicken and Pulled Pork with Mac n Cheese Mashed Garlic Reds and Green Beans)

7:30 Guest Speakers— Plover and Stevens Point Building Inspectors

Learn what your local building inspectors are looking for, issues they've seen in 2019 and ask questions. Don't miss this CEU building credit while getting more information on constructing safe and high quality homes.



RSVP by January 16th to office@gshba.net

President's Message

Happy New Year, GSHBA Members,

I hope you all had a wonderful and relaxing holiday season. I want to thank everyone who came to our Holiday Party at Shooter's. It was one of our largest member meetings in recent memory, and was a blast to play games and socialize with you.

Looking forward to 2020, we're going to be working to provide you with even more benefits to being a member of our organization. Though many members may not need help finding work this season, we can help make running your business easier, smoother, or more efficient. For example, January's member meeting will feature a talk from some local inspectors about problems they saw in home construction in 2019, and how to make sure you're doing it right in 2020. It should be important to all of us that members of the GSHBA are building only high-quality homes, and talks like the one coming up in January will do just that. Bonus: it'll count for credit toward your Dwelling Qualifier credits.

Also keep in mind that the GSHBA home show is coming up on February 15. We're really pushing to revitalize the home show this year to attract a more relevant audience. Some changes we made to make the show more attractive and streamlined include reducing the length of the event to only one day, adding a second stage for more live presentations, and including more home technology and home automation demos. There are still a few booths available, so contact Carrleen if you want to take part in this year's show. We're confident it's going to be great.

I hope your new year is off to a great start, and I look forward to seeing all of you at our member meeting in January.

Jeff Rice



Jeff Rice

Origin Family Homebuilders

Email: jeff@originhomebuilders.com

Cell: 651-728-3118

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HOLIDAY PARTY

Prime Rib Buffet, Open Bar sponsored by Drexel Building Supply, Casino games and great company made for another awesome GSHBA Holiday Party! Thank you to Drexel for sponsoring the bar and The Portage County Bank, Shooters and Precision Glass for sponsoring prizes. Thank you to everyone that came out to party and made it such a fun event.



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HOME & TECH Show

February 15th 2020

Why Exhibit?

Looking for ways to effectively spend your advertising and marketing dollars? By exhibiting at the GSHBA Home Show you will be part of one of the Industry's largest product displays in Central Wisconsin. Your company will have the opportunity to: Make face-to-face contact with qualified consumers

- Generate more immediate sales and qualified leads
- Introduce or distribute new products, samples, promotions or information
- Conduct market research and understand consumers' attitudes by talking with them
- Increase market presence and reduce sales cost

GSHBA advertises through many different media avenues to bring consumers to YOU during this event. Our shows are a cost-effective tool to improve your return on investment.



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Scholarships Now Available Online at www.gshba.org

____ **GSHBA Scholarship of Excellence - \$1,000** This \$1,000 scholarship is available to any eligible student or resident seeking education in the building industry living in GSHBA tri-county area of Adams, Juneau, Portage, Waushara, Waupaca and Wood counties. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

----- **Origin Family Homebuilders Scholarship - \$750** This \$750 scholarship is available to any student in Portage, Waupaca or Waushara counties who are continuing their education in building construction, design, or a construction related trade. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

____ **Jeff Nygaard Memorial Scholarship - \$500** GSHBA sponsors this \$500 scholarship in memory of former member Jeff Nygaard. This scholarship will be available to any student or resident in the Portage County area seeking an education in the health care profession or building related industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

____ **Henry Knoll Memorial Scholarship Fund - \$500** This \$500 scholarship is available to a student from the Stevens Point area. The award recipient must be planning on entering or enrolled in a degree apprenticeship program or certified granting continuing education program in the field of building construction trades. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

____ **The Portage County Bank and Best Excavating & Trucking Scholarship - \$500** The Portage County Bank and Best Excavating & Trucking sponsor this \$500 scholarship. This scholarship will be available to any student or resident in the Portage County area that is seeking education in the finance/banking profession or building industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

____ **A+ Doors and Rural Mutual Insurance – Jennifer Zinda Scholarship - \$500** This \$500 scholarship is available to any living in GSHBA tri-county area of Adams, Juneau, Portage, Waushara, Waupaca and Wood counties. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.



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Parade of Homes

June 5th - 8th, 2020

Builders that plan to have a home in the Parade will need to send in a signed contract and check to the GSHBA office by

February 19, 2020. Contracts can be found on our website.

The Mandatory Parade of Homes Builder Meeting is schedule for:

Date - February 19, 2020

Time - 9:00 a.m.

Location - GSHBA office

ALL participating builders or a representative MUST attend.

Advocacy Digest | December 2019

Brad Boycks, Executive Director

2020 Workforce Housing Proposal

With the passage and implementation of [2019 Wisconsin Act 38](#), we now turn our efforts to address the issue of making more workforce housing units available. WBA is working with the Wisconsin Realtors Association, the Wisconsin Economic Development Association, Representative Rob Brooks, and Senator Dan Feyen to roll out a package of reforms to encourage the construction of more workforce housing units.

There are several items that are being considered for a package to be rolled out in January. They include:

- changes to make TIF more available for workforce housing
- incentives for local units of government to reduce fees and red tape to encourage single family and small multifamily units that would be available to a broader range of buyers
- levy limit flexibility for municipalities that encourage more workforce housing to be constructed.

Rep. Brooks and Sen. Feyen are working hard to get those that represent builders, realtors, economic development entities, and municipalities, in agreement on the provisions in this bill before it is introduced.

There will be some challenges to passing this bill prior to the end of the legislative session which is anticipated to be sometime in March. There have been some members of the state Senate that have objected to the expansion of TIF to help aid as an additional economic development or as a tool to expand workforce housing options. A concerted lobbying effort will be needed to have a chance to get this bill signed into law in 2020.

Electrical Code Changes

After a delayed effective date and some additional review time requested by standing committees of the legislature, the updated electrical code for one- and two-family homes will go into effect on January 2, 2020. The updated code for the commercial building code has been in effect since 2018 and electricians throughout the state have likely been trained on the updates to both the commercial and single-family electrical code in 2018 and 2019.

The Department of Safety and Professional Services recently published a document highlighting the changes that can be [found here](#).

NAHB Launches New Podcast

Recently, the National Association of Home Builders (NAHB) announced a new podcast called the “Housing Developments Podcast.”

The podcast is presented by NAHB CEO Jerry Howard and NAHB Chief Lobbyist Jim Tobin and includes topics on housing affordability, housing economics, workforce development issues, and the state of the residential construction industry.

[Click here](#) to access the podcast or search for it on any of the platforms that you chose for podcasts for great up to date information on what NAHB is up to on your behalf in Washington D.C.

From NAHB: Congress Poised to Revive Expired Tax Extenders, Make Other Key Tax Changes

Recently congressional and White House negotiators agreed to a package of tax changes that include a number of provisions sought by NAHB, including a series of temporary tax provisions known as “tax extenders.” Congress is expected to approve the package in the coming days and send it for the president’s expected signature.

The tax extenders section of the bill contains a number of temporary tax items that expired at the end of 2017. The legislation would retroactively reinstate in 2018 and 2019, and extend the following tax provisions through 2020:

Deduction for Mortgage Insurance. Allows taxpayers, subject to an income cap beginning at \$100,000, to deduct premiums paid for private mortgage insurance and FHA/RHA/VA insurance premiums.

Section 45L Tax Credit for Energy-Efficient New Homes. Provides builders a \$2,000 tax credit for the construction of homes exceeding heating and cooling energy standards by 50%. The base energy code is the 2006 International Energy Conservation Code plus supplements. Builders must have [tax basis](#) in the home to claim the credit (i.e., they must own and then sell/lease the residence).

Section 25C Tax Credit for Qualified Energy-Efficiency Improvements. Offers a credit worth up to \$500 (subject to a \$500 lifetime cap), with lower caps for certain products, such as windows, for consumers to install qualified energy-efficient upgrades.

Mortgage Forgiveness Tax Relief. Eliminates any taxes home owners might face because of renegotiating the terms of a home loan, which result in forgiving or canceling a portion of the outstanding loan balance, particularly in connection with short sales. It applies only to principal residences.

Section 179D Energy-Efficient Commercial Buildings Deduction. Provides a deduction of up to \$1.80 per square foot for commercial and multifamily buildings that exceed specific energy-efficiency requirements under ASHRAE 2007.

The legislation also includes the Setting Every Community Up for Retirement Enhancement (SECURE) Act, which passed the House earlier this year. The SECURE Act is intended to reduce the administrative costs of small businesses offering their employees retirement savings plans. The SECURE Act will give small businesses a more cost-effective tool to offer retirement benefits by combining their buying power in the form of Open Multiple Employer Plans.

The bill further provides temporary tax relief for individuals and businesses in federally declared disaster areas occurring between Jan. 1, 2018, and 30 days following the enactment of the legislation. These provisions allow certain early penalty-free withdrawals from retirement plans, provide an employee retention tax credit for employers, and offer automatic adjustments to tax filing deadlines, among other changes. The bill also includes a provision to provide additional low-income housing tax credit allocations related to certain 2017 and 2018 California disasters.

The tax package will also repeal a provision related to certain [employee transportation fringe benefits](#) offered by non-profit organizations, including trade associations. The Tax Cuts and Jobs Act of 2017 imposed the corporate tax rate of 21% on the value of employer-provided transportation benefits, including parking, or certain other subsidy programs. The bill repeals that tax change for non-profit employers retroactively, which should allow non-profit entities to collect back any taxes paid in 2018.

For more information, contact [J.P. Delmore](#) at 800-368-5242 x8412.

Optimize Your Fleet with MiFleet Business

Internet of Things (IoT) refer to any number of physical sensors that are connected to a wireless network to allow objects to communicate with each other or send data to the cloud without human intervention. IoT solutions can help businesses create efficiency and that's exactly what Cellcom's latest offering aims to do.

MiFleet Business is a comprehensive fleet and asset management tool scalable for businesses with fleets of all sizes – even a single vehicle. The GPS-enabled hardware is easy-to-install and can report on location, monitor fuel consumption, detect idle time, report on engine diagnostics and more. The data is uploaded automatically to allow for real-time notifications or reports can be scheduled to analyze data over time.

The true power of the solution comes from leveraging the data. Small changes can make a big difference, and MiFleet Business provides the information needed to make intelligent decisions. Consider something simple like idling, which can use anywhere from a quarter- to a half-gallon of fuel per hour, depending on engine size. Optimizing a route with MiFleet can decrease idle time and save money and time every day. That's just one example of the efficiency this IoT solution provides.

To learn more about [MiFleet Business](#) visit Cellcom's website or contact your business sales consultant today.

The advertisement features a blue background with a green hill at the bottom. On the left, a list of four bullet points is displayed in white text. To the right of the list is a circular inset image of a smiling woman wearing a headset. Further to the right is a rectangular inset image showing two people, a woman and a man, looking at a device. At the bottom left is the Cellcom logo, which consists of the word 'Cellcom' in a bold, italicized font with a blue lightning bolt graphic underneath. At the bottom right, the website 'cellcom.com' is listed, followed by a small disclaimer: 'Some restrictions apply. See store for details.'

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